

Quote

the weekly digest

Volume 36—Number 1

Week of July 6, 1958



----- 18th year of publication

QUESTING WITH

Quote

One of these days you may be reading of a contest in which the featured prize is an all-expenses-paid trip to the moon. Fanciful as this proposal may now seem, one of the big ad agencies has retained contest-specialist S Jay Reiner to work out plans for such a contest. The idea is to have every detail developed so that the agency (on behalf of a client, as yet unspecified) can "shoot the works" within 4 to 6 wks after moon travel becomes a reality.

What if the winner should "chicken out" on his (or her) opportunity for astral adventure? Admittedly that would put a bit of a crimp in the follow-up publicity. But Reiner is preparing for such an exigency. There will be an alternate award — something like a de luxe tour of the world, perhaps.

Wouldn't the contest run into big money? Well, yes, but the cost, according to Reiner, would not be prohibitive—\$100,000 perhaps, plus whatever the client elected to spend in advertising promotion. And that's less than has been invested in several spectacular contests.

”

One of the British movie-makers, with a new film version of *Dracula*, is advertising in the trade press: "made by the company that is injecting fresh blood into the film industry."

You know (if you have had occasion to look it up lately) that Laos covers the northwestern third of French Indo-China, separated from Thailand and Burma by the Mekong River.

News from this remote area travels slowly and we have just heard (by a most circuitous route) of a little family business deal. It relates to a trade that might hold considerable interest for those who see a sizeable potential in our barter with groups whose ideology differs from our own.

Prince Souvanna Phouma, Prime Minister of the kingdom of Laos, has made a suggestion to his brother, who chances to head the rebel gov't of N Laos.

The imperial gov't, it develops, will supply American cigarets to the communist troops of N Laos, if the gov't of N Laos will in ret'n deliver Chinese tea to the imperial troops.

”

Waters on the rampage have made headlines in various parts of the country of late. One of our correspondents rep'ts this warning observed at the edge of a stream in a Western state:

"NOTICE: When this sign is out of sight, it is unsafe to cross this river."

may we QUOTE



you on that?

[1] Spokesman for a group arranging a huge bonfire in an Anchorage park, celebrating Alaska's inclusion in the union as 49th state: "We've already got 50 tons of packing crates on the fire. There's a ton each for the 48 states, one for Alaska and even one for Hawaii." . . .

[2] Vice-Pres RICHARD M NIXON, drawing distinction between troubles of the Eisenhower and Truman administrations: "You can't compare this case (Goldfine) with a case where someone rec'd a favor or a gift and then fixed a tax case. Or someone rec'd a gift and then obtained an RFC loan for the one who was responsible for giving him the gift." . . . [3] Madame CHIANG KAI-SHEK, wife of the Pres of Nationalist China, now visiting in U S: "We are going to regain the mainland; don't let anyone tell you otherwise. And we are going to do our own fighting." . . . [4] Peiping Radio, in a recent broadcast: "Building socialism with lightning speed, the Chinese people are perfectly strong enough to liberate their territory of Taiwan (Formosa). No force on earth can stop the great cause of the Chinese people." . . .

[5] HAROLD MACMILLAN, British Prime Minister, asserting that Western World must continue efforts for peace despite obstacles: "To give up the effort would be to admit defeat, and leave mankind little hope for the future. That I am not prepared to do." . . . [6] Dr GEOFFREY FISHER, Archbishop of Canterbury: "I think that nothing

would be lost if nuclear tests were suspended for a time. . . . I do not think, however, that it is the church's job,

where you have a Christian gov't, to say it knows more about the technical side of the country's self-defense." . . . [7] Dr MARGARET MEAD, associate curator of Ethnology, American Museum of Natural History, addressing Nat'l Commission on Teacher Education & Professional Standards: "The conception of a teacher as a person who merely teaches children things that every adult already knows, is an idea appropriate to the Stone Age. The teacher is someone who lives in a moving society and should move with it." . . . [8] Dr LOIS B BING, Cleveland, addressing American Optometric Ass'n in Washington: "Ten million American school children have vision problems. Half of them will stumble along without anyone ever detecting their handicap." . . . [9] Dr CHAS E MACARTHUR, Univ of Washington, addressing American Medical Ass'n in San Francisco: "Of course the doctor has to worry. I can't imagine caring for the desperately ill without worrying. If I were ill, I would certainly want the physician who treated me to be a bit worried."

Quote

moving finger



Viewing the unemployment picture in the U S, the Labor Dept's Bureau of Employment Security has been tightening up on the usual seasonal importation of fruit and vegetable pickers from Mexico—a type of itinerant laborer known as a "bracero."

This basically long-intentioned gesture is developing into something of a mess. The fact that there are idle hands in Detroit isn't helping the Southwestern grower, whose beans are rotting on the vines and whose onions reach Eastern mkt's too late to command premium prices.

Even in Michigan where about 15,000 braceros normally are employed at fruit-picking peak, growers rep't that displaced auto workers cannot (or will not) fill the gap. The work is hard, requires a specialized technique, and pays poorly by U S standards—average compensation is about \$18 or \$20 a wk, plus small allowances for food and rather primitive shelter.

Mexicans move northward with the growing season, entire families traveling as a unit and all working in fields and orchards. Normally, half-a-million of these for'gners enter the U S each season, work about 3 mo's, and live in Mexico the remainder of the yr on their savings. This itinerant life is obviously impracticable for the Detroit family man. His standards are established on a wkly wage higher than the Mexican makes in a month. He cannot uproot his household to go gypsying, Mexican fashion. And, working as a single, his income wouldn't meet the family grocery bill.

Meanwhile frantic growers just aren't getting their fruits and vegetables garnered.

So we observe one more instance where bureaucratic theory has failed to jibe with the common-sense facts in our daily lives. It is late now to remedy the harm done this season, but let us hope that Uncle Sam's helpers have learned a lesson for the future.



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QUOTE is issued weekly by Droke House, Indianapolis 6, Indiana. Subscription: \$7.50 per year in advance, in U.S. and Possessions. Two years \$12.50. Your own and a gift subscription, \$12.50. Canadian, \$8.00; two years, \$13.50. Other Foreign, \$9 per year. Entered as Second Class Matter at the Post Office at Indianapolis, Ind., under Act of March 3, 1879. Persons making use of material from QUOTE should give credit to the original sources as they appear. All unidentified items may be credited to QUOTE.

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Quote the weekly digest

'He who never quotes. is never quoted'

Charles Haddon Spurgeon



AGE—Retirement—1

The danger of the middle yrs is that of rusting out rather than of wearing out. It is the active, busy aging person who retains his vigor. The problem is getting yourself started at something truly meaningful. It may be at a paying job, or with a paintbrush, or with a typewriter, or in a community project, or a labor of love for the church. It should be a big enough job to stretch you out into new horizons. It probably is something that makes you study and learn and keep growing. It certainly is something that brings you a sense of being needed at a job you do well. — EVELYN MILLIS DUVAL, "When Your Home Becomes an Empty Nest," *Presbyterian Life*, 6-1-'58.

AMERICA—2

If Karl Marx were alive today, his problem would be to find parking spaces for the American proletariat rather than break their chains of economic slavery.—G K REDDY, political writer for *Times of India*.

AUTOMATION—3

Mass production and technological advancements have given America the highest standard of living in the world, but in order to maintain or advance this high standard of living in the future,

American industry must increase its productivity to meet demands of an increasing population and cope with rising production costs. Like many other men in industry, I believe that increased productivity can not be achieved to any great extent without adoption of partial or complete automation.—H W PRENTIS, Jr, bd chmn, Armstrong Cork Co, *Automation*.

BEHAVIOR—4

A big car pulled off the road and stopped at the edge of the neat yard surrounding the county poor house. Out stepped an old man, wearing a slightly weary look of resignation. He stood there as tho rooted to the spot, watching till the car was out of sight. Then he turned, noticed he was not alone, made his way over to a large boulder, and sat down.

"Who was that in the big car?" his fellow oldster asked as casually as he could manage.

"My son and daughter-in-law and my grandchildren," he ans'ed. "Now, don't you go feeling sorry for me. Because my father sat on this same rock when I brought him here."—JAS F FLYNN, *United Mine Workers' Jnl*.

Quote

washington

By Les & Liz
Carpenter



Like any VIP in trouble, Sherman Adams is currently the top victim of gags in cloakrooms, drawing rooms, and barrooms around town:

"From Adam and Eve to Adams and Evil" . . . "The gov't has been put on a Goldfine Standard" . . . "What's a vicuna? Republican mink!"

" "

Investigating Subcommittee Chmn Oren Harris (D-Ark) is a calm, usually composed man who knows how to relax and does it. But during Sherman Adams' appearance, Harris' tongue went out of whack. Talking about a Fed'l Trade Commission "cease and desist" order, he called it "decease and resist."

" "

Congress, which has investigated almost everything else connected with tv, will soon turn its attention to the audience ratings of tv shows, long a controversial issue within the industry. Sen Mike Monroney (D-Okla), main force behind the Senate Commerce Committee probe, terms the ratings "cock-eyed." Yet networks and stations, he asserts, "regard them as the Sermon on the Mount. I don't see how anyone in N Y can interview 150 set owners and tell me what I want to watch the next day."

Quote

BEHAVIOR—5

A rumor that Russia was intending to march to the Rhine in the summer of '50 was effectively combated by having Commissioner McCloy bring his aged mother from the U S to spend the summer with him in Germany. The effectiveness of such a strategy may be due to the greater psychological impact resulting from the creation of a new and highly relevant event than from the recall of old arguments and facts.—WALTER WHITE, "A Perspective on Rumor," *Public Relations Jnl*, 6-'58.

CHARACTER—6

The inner braces of a man's heart must be equal to the outer pressure of life's circumstances.—Southern Baptist Brotherhood *Jnl*.

CHILD—Guidance—7

Some people think that all there is to keeping a car is to fill the tank, polish the chrome, and let it out, with little real knowledge of what is in it and complete disregard in looking ahead to read the road. In the same way, some parents keep children — feed them, dress them, and let them go, without understanding what goes on in them, or preparing them for what's ahead. As a result the greatest killer, not even barring war, is the reckless driver, and the biggest wrecker is the careless parent.—HENRY RISCHÉ, *American Youth in Trouble* (Fleming H Revell).

CHRISTIANITY—8

Christianity is like the seafaring life—a smooth sea never made a good sailor.—OREN ARNOLD, *Presbyterian Life*.

CHURCH—Contributions—9

Some people will bring to church a hymn book or a prayer book—but not a pocket book.—JACK HERBERT.



mining the magazines

Editor & Publisher, the newspaper trade jnl, recently carried an interview with Sarah McClendon, the gal whose pointed questions have often irritated Pres Eisenhower at White House press conferences. (She's the one who, some wks ago, asked the President if he would send Marines into action without consulting Congress.) "I don't make the President angry," Sarah declared. "He does that to himself. I honestly don't see why."

Miss McClendon reports for a string of Southwestern newspapers. At recent conferences, it is said, the President has ignored her efforts to gain recognition. A columnist wrote that Ike had been advised not to recognize her in the future.

" "

If you buy your copies of the *Saturday Evening Post* at a newsstand you probably noticed in a recent issue a 3-page color ad with a sample Band-Aid tipped on. (Subscription copies carried a photo of the new bandage, due to Post Office restrictions against "anything that is not part of the magazine itself.")

This is said to be the 1st time a ready-to-use product has been sampled via magazine.

Reynolds Metals Co and Kraft's Parkay margarine recently combined efforts on a page ad in *Chicago Tribune*, printed on a sheet of the aluminum foil made by Reynolds and used by Parkay as a wrap.

The budding author tells me what

He hopes to be achieving.
I'm glad that he is budding but
I'd rather see him leaving!

—TOM PEASE.

" "

It appeared only in city and suburban editions.

" "

True has just come up with its 13th annual liquor rep't. It shows U S sales of distilled spirits in '57 am'ted to 212,018,101 gal's, as compared with 215,261,108 gal's in '56—a drop of about 1.5%.

" "

There has been much (perhaps much too much) written of late concerning man's prospective adventures on or adjacent to the moon. A great deal of it has, of course, been pretty speculative. For a conservative discussion of how and when man may undertake this greatest of all adventures, turn to "Road Map for a Trip to the Moon," *New York Times Magazine*, 6-22-'58. Article is by Jas B Edson, Asst to Director of Research & Development of the Army. Obviously authoritative, it carries the customary caution line that views expressed are not necessarily those of the dept.

Quote

CONVERSATION—10

Conversation is the oldest form of instruction of the human race. It is still an indispensable one. Great books, scientific discoveries, works of art, great perceptions of truth and beauty in any form—all require great conversation to complete their meaning; without it they are abracadabra—color to the blind or music to the deaf. Conversation is the handmaid of learning, true religion, and free gov't. It would be impossible to put too high a price on all we stand to lose by suffering its decay. — A WHITNEY GRISWOLD, *In the University Tradition* (Yale Univ Press).

DUTY—11

Of all the ways of filling one's life and of creating the illusion of purpose and worth, none seems so effective as the voluntary subjugation to a set of duties. The satisfaction derived from the daily performance of duties is so unalloyed that the inclination is strong to pile duty upon duty and revel in their performance. — ERIC HOFFER, *The Passionate State of Mind*.

EDUCATION—12

Education must continue to become more personalized and humanized. We live in an age of automation, threatening to individual personality. But we live, also, in an age of awareness.—HELEN HEFFERNAN, "Evaluation—More Than Testing," *NEA Jnl*, 4-'58.

" "

The mark of an educated man is to see something in a mud puddle besides mud.—Grit.

Quote

EGOTISM—13

People fall in love with themselves almost immediately after birth. This is invariably the beginning of a life-long romance. There is no record of infidelity, separation, or divorce between humans and their egos. — HARRY SINGER, quoted in *Phoenix Flame*.

Quote scrap book

Altho he was a man of action, rather than words, HENRY FORD, American industrialist, born 95 yrs ago (July 30, 1863), made his share of terse, epigrammatic observations. He is recalled, however, for one brief, thoughtless sentence, spoken in a moment of pique and exasperation. It was on a hot July day in 1919. Mr Ford was on the witness stand at Mt Clemens, Mich, during the course of his libel suit against the Chicago Tribune. Reminded by defense counsel that a certain event was a matter of historic record, the motor man exploded:

"History is the bunk."

”

FAMILY LIFE—14

There is a life insurance policy in reach of every father for which no mat'l wealth will ever be a substitute. This policy is taken out for the success and happiness of his boy. The principal is the boy's life—and the premiums—love, time, and companionship—will be due every day the young fellow is developing into a man. A few days of camping and fishing . . . a couple

of pairs of skis . . . a benchful of tools . . . all of us can afford these payments on our boy's insurance policy when we understand they are important. And if Dad pays his premiums, not only will his son receive his rightful inheritance, but Dad will receive a rich portion of the dividends.—CEDRIC VIC, "What Can You Leave Your Son?" *Kiwanis Mag*, 4-'58.

FEAR—15

Fear isn't cowardice. Cowardice is failure to fight fear. The weakling feels fear and quits. The man of courage feels fear and fights.—ARNOLD H GLASOW, *Thoughts for Today*.

FOOD—Future—16

The widespread fear that synthetic food will mean gulping down a few tasteless pills need not come true. In the 1st place the human stomach requires a minimum of bulk in its food. No ingenious pill can ever equal a square meal—not even a square pill! Artificial foods of the future will all come in full-size portions. . . The housewife will cook them the same as farm-grown foods. The dough will rise, the grease will sizzle, the meat will brown. Not only will science meet the bare needs of humanity—but the deep-seated, poetic longing for eating stuff that makes a man drool and eat a good deal more than he should will be fully satisfied for the 1st time in the history of the race.—O O BINDER, "What You Will Eat in 1975," *Mechanix Illustrated*, 6-'58.

FOREIGN AID—17

The Neighborhood Grouch says the seeds he planted earlier this spring remind him of for'gn aid. He still believes in them, but he

wishes he could see some results.—BILL VAUGHAN, *VFW Mag*.

GOD—and Man—18

The birth of every new baby is God's vote of confidence in the future of man.—IMOGENE FEY.

HONESTY—Lack—19

Employee dishonesty in the U S presents a sordid picture indeed. This yr, employees will steal, in cash and mat'ls, anywhere from \$1 billion, a conservative estimate, to \$3 billion, a liberal estimate.—*Nat'l Standard Parts Ass'n* press release.

IDEAS—20

Over the yrs, the tools of war have become deadlier. Now for better or for worse, we have dynamite, TNT, cordite, nuclear fission and nuclear fusion. What then is the most explosive thing in the world?

Actually, it is none of these. The most explosive thing in the world today is printer's ink. Why? Because a little of it, tossed into the alphabet, can detonate ideas that will move the minds of men with a force infinitely greater and more lasting than the whirlwind loosed by splitting an atom.—*Dun's Review and Modern Industry*.

INDUSTRY—Production—21

With our present industrial capacity, it is estimated that we can produce 20 per cent more than we do now, merely by working diligently during the hrs we are supposed to work. This would result in more than \$80 billion worth of additional production—enough to increase our output of military hardware by several times.—*Industrial Press Service*.

Quote



"Deposit Mail Here"

The use of adhesive postage stamps, dating from 1842, simplified the handling of mail. People in large cities began to rebel at trudging to the post office to deposit outgoing letters.

Street letter-boxes were in use in Belgium as early as 1848. Paris set up ornate ones in 1850. London had letter-boxes at that time with 10 collections daily. But in America no adequate provision was made for mail collection until Albert Potts, of Phila, pat'd (Mar 9, 1858) a type of letter box with a center hole, so that it could be attached to the gas lamp-posts of the period. These pilfer-proof boxes, offering the 1st reasonable security for mailers, were installed 100 yrs ago (Aug 2, 1858) in N Y C and Boston.

Frank Leslie's Illustrated Newspaper, in 1855, presented this picture of an earlier collection system:

We have only a few little tin boxes scattered about New York, actually sometimes out at the door of a store on the street, without lock or key. (Even when inside) no responsibility attaches to the proprietor. He doesn't know the letter carriers, they have no uniform, and any person that chooses can, at any time, go and open them, take out the contents, or carry off the entire box, without a question being asked.

Quote

LAUGHTER—22

Practice the advice of the psychiatrist who gives his normal patients this prescription: "Don't take yourself so damned seriously." Use laughter as a safety valve to keep yourself sane and relaxed. Emerson said it well: "The perception of the Comic is a tie of sympathy with other men, a pledge of sanity. We must learn by laughter as well as by tears and terror."—WILFERD A PETERSON, *Jaqua Way*, Jaqua Advertising Co.

LEADERSHIP—23

Forget all of the hogwash about having to conform. No business or other organization wants a mediocre 'yes man' conformer. The demand today, as always, is for the exceptional individual who can learn to lead. — BENJ F FAIRLESS, pres, American Iron & Steel Inst, addressing graduates of John Carroll Univ, where he rec'd an honorary degree.

" "

A graying mfr friend of ours says he picked up "the one priceless secret of success" from a seafaring grandfather under whose eye he was brought up, along with a handful of brothers, in a New England seaport town.

"The old gentleman would take us sailing," he relates, "and each day when we got out, appoint one of us captain. And he was the captain, the one captain, no matter if he was only 6 yrs old while the rest of us ranged up into our teens. What he said went, and no one presumed to criticize his orders, much less disobey them. 'Any fool,' said the old man, 'can sail a ship, but all it takes to wreck her is 2 smart fellers, both trying to be captain at once.'"—*Mgt Briefs*.

....pathways to the past.....



July 27
July 27—Hebrew Fast of Av. . .
90th anniv (1868) adoption of the 14th Amendment to the Constitution (granting equal protection of the law to all citizens). . . 5th anniv (1953) signing of a truce between United Nations and Korean Communists. (Duration of conflict: 3 yrs, 32 days.)

July 28 — Jos Lee Day (honors founder of playgrounds in U S).

July 29—Feast of St Martha. . .
110th anniv (1848) completion of suspension bridge over Niagara Falls. . . 75th anniv (1883) b of Benito Mussolini, founder of fascism; more than 20 yrs dictator of Italy. . . 25 yrs ago (1933) cornerstone was laid at Lexington, Ky for 1st fed'l sanitorium for drug addicts.

July 30—225 yrs ago (1733) St John's masonic lodge estab, Boston, Mass (1st masonic lodge in U S to work under a regular charter). . . 140th anniv (1818) b of Emily Bronte, English novelist and poet (*Wuthering Heights*). . . 95th anniv (1863) b of Henry Ford, American industrialist; founder of Ford Motor Co (d, 1947). . . 60th anniv (1898) d of Prince Otto von Bismarck, "The Iron Chancellor" who created the German Empire. (What a turbulent 60 yrs it has been for the German people!) . . . 40 yrs ago (1918) Joyce Kilmer, American poet ("Trees") killed in action in France (War I).

July 31—Feast of St Ignatius de Loyola. . . 155th anniv (1803) b of John Ericsson, Swedish-born American engineer. (His battleship, *Monitor*, revolutionized naval construction.) . . . 10 yrs ago (1948) Pres Harry S Truman dedicated Internat'l Airport, Idlewild Field, N Y. . . 5 yrs ago (1953) Sen Rob't A Taft (R-Ohio), majority leader, U S Senate, died, N Y C.

Aug 1—Lammas Day (observed in England, from Saxon times, as festival of the wheat harvest). . . 140th anniv (1818) b of Maria Mitchell, American astronomer; prof of Astronomy, Vassar College (one of few feminine scientists immortalized in American Hall of Fame). . . San Francisco's picturesque cable street cars went into operation 85 yrs ago (1873).

Aug 2—170th anniv (1788) d of Thos Gainsborough, English portrait and landscape painter. . . 100th anniv (1858) dissolution of the East India Co, following Sepoy Mutiny. (The Company had long administered politics in India. Thereafter this duty was assumed by British crown.) . . . 100 yrs ago (1858) 1st street letter-boxes for deposit of mail were set up in N Y C and Boston (see GEM BOX).

Quote

LEISURE—24

As manpower is replaced by other sources of energy, the entire conception of recreation shifts. What we do with these new leisure hrs will determine the value of our culture.—MORRIS L ERNST, quoted in *Partners*.

MARRIED LIFE—25

A gentleman is one who holds the door open while his wife carries in the groceries.—PUCK, *Tit-Bits*, London.

MEMORY—26

Unless you are under 2, over 85, sick or feeble-minded, you probably have a good memory. You can save yourself much trouble by learning to use it. Reason, imagination, education—even developing character thru recall of experience—depends basically on your memory. . . Comparing the memory process to a meal, we might describe interest and att'n as the appetizer, observation and association as the main course and repetition as dessert. — ALICE KEITH, "Put Your Memory to Work," *Lion*, 5-'58.

MIND—27

It was said by Oliver Wendell Holmes that the human mind is like a checking account. So long as you keep putting enough money into the bank, your checkbook is the most magic book in the world. All you have to do is dip your pen in the ink, make a few flourishes, and your check becomes the open sesame to your heart's desires. But just stop making ample deposits, and the magic evaporates with a curt and imperious message from

the bank, "no funds."

Many persons have a corresponding mental experience. They keep drawing on their intellectual reserves, long past the time they have put anything in to draw against. Unfortunately, however, there is no bank to serve notice that they are out of mental funds. So they continue, in their conversation, in their letters, in their everyday activities, to do their mental business even tho they are intellectually bankrupt. — P E O *Record*.

MODERN AGE—28

An employment counselor in N Y C reports that he has now seen everything since one of his recent top level applicants, after being interviewed, said he would have his sec'y fill out the application blank right away. "I thought he was kidding," said the counselor, "but no—there was the sec'y in the reception room ready to fill in the answers as the applicant dictated."—*Employment Counselor*, hm, Nat'l Ass'n Personnel Consultants.

PRAYER—29

On the night of July 10, 1943, Gen'l Eisenhower watched the vast armada of 3,000 ships sailing across from Malta to the shores of Sicily for a great battle. The Gen'l saluted his heroic men and then bowed his head in prayer. To an officer beside him, Eisenhower explained: "There comes a time when you've used your brains, your training, your technical skill, and the die is cast and the events are in the hands of God, and there you have to leave them."—CHAS L ALLEN, "5 Questions About Prayer," *Grace Pulpit*, Grace Methodist Church, Atlanta, 6-'58.

Quote



Tempo of the Times

It has now been nearly 12 mo's since some 10,000 natural scientists in 66 nations began their investigations incident to the Geophysical Year. While the so-called "year" extends thru Dec '58, and no complete observations are yet possible, the Nat'l Science Foundation recently made an interesting interim rep't to a House appropriations subcommittee. From the transcript we lift a few items at random:

The coldest spot on earth (on the basis of investigations thus far conducted) is not the South Pole, as heretofore believed. At a point some 500 mi's from the pole, in the gen'l direction of Australia, a group of Soviet scientists recorded a temperature of minus 109 degrees Fahrenheit. This is a new low.

The Antarctic, late researches indicate, is not a solid land mass covered with snow and ice. It is more a region of frozen lakes and fiords. Surprisingly enough, a small open-water lake containing plant life has been discovered inside the ice mass.

The scientific group has ventured to speculate on what might happen in the world if a small fraction—say 10%—of our ice volume should melt. They point out that large areas of the U S would be under water. A significant development of the past yr has been an increase in the scientific estimate of the globe's ice content. This had previously been set at 3,240,000 cubic mi's. Following closer inspection of the Antarctic, a revised estimate of 4,530,000 cubic

mi's has been adopted—an increase of about 40%.

While the scientists do not contemplate an early melting of our vast frozen wastes, they do point out that at the rate we currently are pouring carbon dioxide into the atmosphere, there is a distinct possibility the world may eventually become a much warmer place; areas now in the temperate zone may in the course of time become tropic in climate and vegetation. But don't hasten to hock your heavy overcoat. This will be a slow evolutionary process requiring a heaping handful of centuries and maybe a couple of aeons thrown in for good measure.

But men of science still admit to many unsolved puzzles. Example: There is a surface current flowing from Panama toward Asia. Below this, they have discovered a powerful current flowing in the opposite direction. This doesn't appear to jibe with any established law or logic. They haven't the foggiest notion why such a situation should be. This leaves something for another generation of scientists to ponder. And doubtless there will be other Geophysical Years in the future.

Quote

RELIGION—30

In many cases the increase of church membership and interest in religious activities does not mean much more than the religious consecration of a state of things in which the religious dimension has been lost. It is the desire to participate in activities which are socially strongly approved and give internal and a certain amount of external security. This is not necessarily bad, but it certainly is not an answer to the religious question of our period.—PAUL TILlich, "The Lost Dimension in Religion," *Saturday Evening Post*, 6-14-'58.

—

Of all the lovely sounds on earth—

The song of birds, rain's anodyne—

The sweetest is a human voice: Bewitching, undulating—mine!

—LESLIE MELLICHAMP.

31

—

RUSSIA—America—32

The average industrial worker in this country, temporarily out of work, can buy more with his unemployment-compensation benefits than the average employed Soviet worker can buy with his wages.—*U S News & World Report*.

SALESMANSHIP—33

Creating the desire to buy is one of the most important steps in preserving our prosperity. The productive capacities of our factories, farms and mines are meaningless statistics unless the urge to own is aroused in the hearts of the people.—*Graphic Arts Monthly*.

Quote

SCIENCE—Truth—34

There isn't one single immutable truth in the whole of science and there never will be. A phenomenon is discovered and explained. Time passes, and both the phenomenon and its explanation are continuously shaded and revised, until the original concept proves erroneous and utterly worthless. We claim to build a firm foundation of Truth, but our underpinnings rot away as rapidly as we build. Given sufficient time, every single law of present science will become invalid, to be replaced by another set of laws, which in turn, etc. . .—T J SCHOCH, letter to editor, *Chemical and Engineering News*.

SEX—Education—35

In the church's view something miraculous and more than human takes place in marriage; and, the church consistently points out, the true miracle of a 1st union can happen only once. This is the church's reason for insisting young men and women be chaste at the time of their marriage. "If you squander the privilege of sexuality," you can tell your son, "if you spread it thin and dilute it either with many women or with your bride-to-be before she's your wife, it is forever robbed of its special quality. Then this best-of-all relationships can never quite achieve the exclusiveness that makes it perfect."—NORMAN VINCENT PEALE, "How to Talk with Your Son about Chastity," *Everywoman's Family Circle*, 7-'58.

SPEECH—Speaking—36

The room was hushed, the speaker mute. He'd left his speech in his other suit.

—HELEN KILGORE SKINNER.

TELEVISION—37

American children are being exposed to more and more crime and violence on television. In a single wk in May, a survey found on early evening programs from 7 tv stations: 11 murders, 60 "justifiable" homicides, 2 suicides, 192 attempted murders, 83 robberies, 15 kidnappings, 7 attempted lynchings, 6 dynamitings, 2 cases of arson, and 2 of torture.—*Nat'l Ass'n for Better Radio & Television*.

" "

With all the violence on tv, we may have to change the name of the *living room*.—*Phoenix Flame*, hm, Phoenix Metal Cap Co.

TEMPTATION—38

A soldier in an airborne outfit once said, "Jumping out of an airplane is quite a trial for me but the challenge I feel standing in the door of an airplane at 1500 ft and flying 120 mi's per hr is nothing to compare with what I feel when I am tempted to do wrong. Never yet have I failed to do the right thing when faced with a tactical military decision, but many times I haven't had the courage to do what I knew was morally right."—WALLACE M HALE, "Why Be Good?" *Link*, 7-57.

VALUES—Spiritual—39

Military defenses and economic and political changes cannot protect us unless we are sure of ultimate values. Civilizations have disintegrated not because they grew materially weak but rather because they lost their soul and became spiritually weak.—CHAS MALIK.

WOMEN—40

The new dresses make a man wonder what a girl hasn't got that she wants to hide.—*A C I Bulletin*.

WORLD RELATIONS—41

It does not seem likely that any measures of disarmament practically feasible in this world of divided sovereignties, especially those dominated by hostile ideologies as they are now, can prevent mankind from reaching the ultimate stalemate in which nations will threaten each other with annihilation from invulnerable missile bases. . .

. . . hope must be sought not so much in the development of this or that new weapon, nor in the abolition of certain weapons or restrictions on their use, but in the establishment of a world community of interests, understanding, and trust, among the nations of the world. This is difficult, but not impossible.—*Bulletin of the Atomic Scientists*.

" "

To keep up with the Joneses
We never have a chance.
It's all in vain: each time we
gain
They promptly refinance!

—S OMAR BARKER.
42

" "

YOUTH—43

"The characteristic fear of our generation is our horror of finding ourselves ludicrous. . . We envy—without daring to imitate—our fathers' freedom to join communist cell groups, to cultivate Dadist fads. . . We are accused of not being rebellious enough. But our elders have done the rebelling for us."—An unidentified college senior, quoted by OTTO BUTZ, *The Unsilent Generation* (Rinehart).

Quote

GOOD STORIES

you can use...



I Laughed At This One

IVERN BOYETT

Young Jerry had just introduced his very blond and glamorous girl friend to his family.

"What do you think, Mom?" he whispered proudly. "Some dish, huh?"

"That she is!" the mother agreed, "but is she kitchen-tested?"

A Catholic missionary, after laboring for yrs among the cannibals of New Guinea was finally given an assistant. The young priest felt some misgivings about his assignment, and when he reported to the pastor he remarked, "I've heard the natives don't take very readily to religion. How do you get along with them?"

"Not as well as I'd hoped," admitted the pastor. "But I seem to be making progress. On Fridays now the cannibals eat only fishermen."—*Catholic Digest.* a

" "

A girl was talking about her 2 boy friends. "If I could combine them," she said, "I'd be the happiest girl in the world. Frank is gay, suave, rich, handsome and witty; and Don wants to marry me."—*EMILY LOTNEY.* b

" "

The operator was about to close the doors of the crowded elevator when a tipsy gentleman pushed his way in. As the car started up he tried to turn around to face the door, but was wedged in so tightly that he couldn't move. The other passengers stared into his rather bleary eyes with growing embarrassment. Finally, when the strain became quite painful, the tipsy one cleared his throat and remarked, "I expect you are wondering why I called this meeting." — *American Salesman.* c

Quote

Just heard of a busy exec who went to a psychiatrist and complained he found little men running around under his bed every night. The doctor shook his head ominously. "This is a very serious problem," he said. "It may take yrs of analysis. Let me know when you are ready to start."

Some wks later the analyst ran into the exec and asked why he'd never returned. "Well, I just couldn't afford the time, doc," said the exec, "so I got rid of those little men by myself. I cut the legs off my bed."—*E E KENYON, American Wkly.* d

" "

"Mommy," said the 4-yr-old, "why did you marry Daddy?" "So!" exclaimed her mother. "Even you are puzzled!" — *Nuggets, hm, Barnes-Ross Co.* e

.....Quote-able QUIPS

A man visited N Y to stay for a few days with a camera-fiend who lived there. And one afternoon the camera-man came back to the apt in great excitement. "You should see what I just saw over on the East Side," he said. "There was an old woman there on the sidewalk, dressed up in nothing but rags and hobbling along there on the sidewalk. All stooped over and scrawny and desperate-looking, and hobbling along with this little tin cup in her hand, begging along the sidewalk." "So what did you give her?" asked the visitor. "Well, I had to think pretty fast. I gave her f.45 and 1/50."—JOHN A LESTER, Jr, Haverford College, *Modern Language Jnl.* f

" "

A salesman asked where the manager's office was located. The gal at the information desk directed him: "Follow the passage until you come to a sign reading 'No Admittance.' Then go upstairs until you see the sign 'Keep Out.' Follow the corridor until you see the sign 'Silence,' then just yell."—*Friendly Adventurer*, Birmingham & Prosser Co, Chicago. g

" "

A motorist after being bogged down in a sticky road paid a passing farmer \$10 to pull him out with a team. After he was on the road again he remarked to the farmer, "I should think that at that price you'd be pulling people out of this stuff day and night."

"Nope," drawled the farmer, "at night's when I tote the water for the holes."—*Capper's Wkly.* h

The average man spends half his time telling his children how good they have it today, and the other half mourning for the good old days.—MAURICE SEITTER.

" "

Middle age is the time of life when the hardest thing to raise in your garden is your knees.—O A BATTISTA.

" "

The most difficult spot to find a parking place is in a one-car garage.—FRANKLIN P JONES.

" "

The only time a woman is completely happy is when she is buying something she doesn't need; and a man is never so happy as when he is selling it to her.—HAROLD COFFIN.

" "

Not so many kids are running away from home. The average tv is too heavy to carry.—KEN KRAFT.

" "

A sack dress should be worn by only 2 types of women: those who are pregnant, and those who don't want to be.—CHAS WM AUKERMAN.

" "

A girl in one of those sack dresses looks like a kangaroo with everybody home.—A C I Bulletin.

" "

Hard-times: When hitchhikers are willing to go either way.—*Industrial Press Service.*

" "

Summer is the time of yr when mothers need a teacher's patience.—Nuggets.

Quote

light armour

Richard Armour



Wet Blanket

A New Jersey umbrella maker reports that the automobile is hurting his business, since many Americans consider their car an umbrella.—News item.

Alas, this most unhappy fella,
About to fold like an umbrella,
Finds that amidst the sudden
drizzle

His business is inclined to fizzle.
For when it rains, curst is his luck,
Folks have a car in which to duck.

From place to place they cruise
unhampered,

Undampened, also, and undamp-
ered,

Then, clad in fabrics that don't
wrinkle,

Dart through a doorway, though it
sprinkle.

The car long since replaced the
horse,

And also, without much remorse,
Made very nearly obsolete

The white wing who once swept
the street.

Now add another to the toll:
This poor umbrella-making soul,
Whose only chance to cheer to-
day—

And then, by gad, he's really gay—
Is when he spies, and feels no pain,
A top-down car parked in the rain.

Quote

Geo Washington had his troubles with Redcoats, Harry Truman with mink coats, and now Ike with vicuna coats. Jacob's troubles came from his coat of many colors.

Things like this could change men's styles.—TOM RILEY, *Chicago News*.

" "

An Englishman, an Irishman and an American were flying over the Sahara Desert.

"A beastly place," the English said.

"The devil's home," the Irishman said.

"What a parking lot!" the American said.—*School Activities*.

" "

It was a women's mtg and a prominent authoress rose and went to the mike. As she began, she was aware of hissing from the wings. A man in overalls, obviously an engineer, stood there with a screw-driver. The lady chairman went to investigate. She ret'd, rather flustered, and brushing past the speaker, said: "Before we continue I have a very unhappy piece of news to communicate. Word has been given to me from the wings that there is a screw loose in our speaker."—*Illustrated Wkly of India*, Bombay.

" "

"Mummy," asked the child, "why doesn't daddy have hair on his head?"

"Daddy thinks a great deal, dear."

The child mulled this over and then wanted to know, "Mummy, why do you have so much hair on your head?"

"Shut up and eat your breakfast."—*Atlas News*, hm, Atlas Auto Finance Co.

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Dr FRED BROWN, chief psychologist, Mt Sinai Hospital, N Y, on tensions in the commuter's life: "Sons often are the victims of these 'commutensions.' Separated from the father because of his long absence and emotional distance from the home, they may rebel against a pseudo-matriarchal influence."

1-Q-t

" "

Dr CARLOS MENDOZA, Spanish psychologist, on the sad state of the bullring: "Every 5th bull is suffering with a nervous disorder, and every 15th is completely wrecked. The toreros are in even worse condition." (QUOTE translation). 2-Q-t

SECOND CLASS MATTER

Edited by Alice Jacobs

Hungry motorists can now have red-hot, freshly grilled hot dogs right in the car with a new "carbecue" cooker distributed by Don E Bailey & Assoc's of Los Angeles. Hot-dog cooker sits on the open glove-compartment door, plugs into the car's cigaret lighter, and grills hot dogs 2 at a time. (By the way, does anybody use the cigaret lighter for a cigaret lighter any more?) \$7.98.

Going to England and taking your car? Or importing an English car? Here's something to simplify driving problems. A "periscope" helps driver of right-hand steer-

ing-wheeled car drive in U S, or a left-hand steering-wheeled car drive in the British Isles. It's just been put on the mkt by a British firm, Jos Lucas, Ltd.

If you want to brag accurately about your mileage, get a Mile-o-matic pocket-size computer. Set mileage dial when you fill the tank, and re-set it to the new mileage reading when you refill. A quick reading will tell you how many mi's you got per gallon. (Unless, of course, your arithmetic chances to be as fuzzy as ours.) \$2.95 from A W Sherwood, Box 657, Hyattsville, Md.

